## Merchant & Gould

An Intellectual Property Law Firm

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June 10, 2005

TO:

Commissioner for Patents

FRQM:

Timothy P. Sullivan

Attn: Kyle R. Stork

P.O. Box 1450

Alexandria, VA 22313-1450

OUR REF:

50023.09USI1

TELEPHONE:

206.342.6200

Total pages, including cover letter:

#### PTO FAX NUMBER <u>1-703-872-9306</u>

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Title of Document Transmitted:

Transmittal (+ 1 copy)

Applicant:

Kiran Venkatesh Hegde et al.

Serial No.:

10/084,258

Filed:

February 25, 2002

Group Art Unit: 2178

Our Ref. No.:

50023.09USI1

Confirmation No. 3975

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Name: Timothy P

Reg. No.: 47,981

June 10, 2005

#### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Kiran Venkatesh Hegde et al.

Examiner:

Kyle R. Stork

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Group Art Unit:

2178

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February 25, 2002

Docket:

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No.:

Title:

Confirmation

Due Date:

May 10, 2005

METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA

CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB PAGE

CERTIFICATE UNDER 37 CFR 1.6(d): I hereby certify that this correspondence is being sent yia facsifule to (703) 872-9306, Mail Stop Amendment, Commissioner for Patents, Junn: Ekaminer Kyle R. Box 1450, Alexandria, VA 22313-1450 on June 10, 2005

Name: Kayla E. Butch

Mail Stop Amendment Attn: Examiner Kyle R. Stork Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

23552 PATENT TRADEMARK OFFICE

Sir:

We are transmitting herewith the attached:

Transmittal Sheet in duplicate containing Certificate Under 37 CFR 1.6(d)

Amendment

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> Merchant & Gould P.C. P.O. Box 2903 Minneapolis, MN 55402-0903 612.332.5300

By: Name: Timothy P. Sullivan

Reg. No.: 47,981

TPS:keb

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METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB PAGE

CERTIFICATE UNDER 37 CFR 1.6(d): I hereby certify that this correspondence is being sent via facsim to (703) 872-9306, Mail Stop Amendment, Commissioner for Patents, Ann. Examiner Kyle R. 1074 P.O. Box 1450, Alexandria, VA 22313-1450 on June 10, 2005

Name: Kayla E. Butch

Mail Stop Amendment Attn: Examiner Kyle R. Stork Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

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Name: Timothy P. Sullivan

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TPS:keb

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**PATENT** 

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MEDIA CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB PAGE

By:

CERTIFICATE UNDER 37 CFR I.6(d): I hereby certify that this correspondence is being sent via facsimile to (703) 872-9306, Mail Stop Amendment, Commissioner for Patents, Atth, Examiner Kyler. Stockers. Box 1450, Alexandria, VA 22313-1450 on June 10, 2005

Name: Kuyla E. Bu

#### **AMENDMENT**

Mail Stop Amendment Commissioner for Patents Attn: Examiner Kyle R. Stork P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of February 10, 2005, please amend the above-identified application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 7 of this paper.